<u>आवश्यक/समयबद्ध</u>

<u>संख्या:12/203/2324504/1392012/12-2099/111/2021</u>

प्रेषक,

डा**0** देवेश चतुर्वेदी,
अपर मुख्य सचिव,
उत्तर प्रदेश शासन।

सेवा में,

1. समस्त मण्डलायुक्त**,** उत्तर प्रदेश।
2. समस्त जिलाधिकारी**,** उत्तर प्रदेश।

कृषि अनुभाग-2 लखनऊः दिनांक: 14 फरवरी, 2023

विषयः- भारत सरकार द्वारा चलाये जा रहे ''मेरी पॉलिसी मेरे हाथ'' अभियान के अन्तर्गत प्रधानमंत्री फसल बीमा योजना एवं पुनर्गठित **मौसम आधारित फसल बीमा योजना के अन्तर्गत बीमित कृषकों के घर-घर जाकर फसल बीमा पालिसी वितरित कराये जाने के सम्बन्ध में।**

महोदय,

उपर्युक्त विषयक कृपया कृषि एवं किसान कल्याण विभाग (क्रेडिट डिवीजन), कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार के पत्र संख्या: 15016-1/1/2020-Cr.II-P.III (FTS-108911) दिनांक 17 जनवरी, 2023 की संलग्न प्रति का संदर्भ ग्रहण करने का कष्ट करें, जिसके द्वारा अवगत कराया गया है कि भारत सरकार द्वारा आजादी का अमृत महोत्सव भारत @75 अभियान के एक भाग के रूप में रबी 2021-22 एवं खरीफ 2022 में **"मेरी पॉलिसी मेरे हाथ"** अभियान के अन्तर्गत प्रधानमंत्री फसल बीमा योजना एवं पुनर्गठित मौसम आधारित फसल बीमा योजना के अन्तर्गत बीमित कृषकों के घर-घर जाकर फसल बीमा पॉलिसी का वितरण कराया गया था।

2. कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार द्वारा रबी 2022-23 मौसम मे भी **"मेरी पॉलिसी मेरे हाथ"** अभियान के अन्तर्गत प्रधानमंत्री फसल बीमा योजना एवं पुनर्गठित मौसम आधारित फसल बीमा योजना के अन्तर्गत बीमित कृषकों के घर-घर जाकर फसल बीमा पॉलिसी वितरित कराने का निर्णय लिया गया है। भारत सरकार की मंशा के अनुरूप उक्त अभियान के दौरान निम्नलिखित प्रमुख गतिविधियों को आयोजित कराया जाना हैः-

- बीमा कम्पनियों के द्वारा ग्राम पंचायत स्तर पर विभिन्न माध्यमों यथा-बैंक, सी0एस0सी0 एवं पैक्स आदि के माध्यमों से बीमित सभी ऋणी एवं गैर-ऋणी कृषकों के मध्य फसल बीमा पॉलिसी वितरण अभियान संचालित कराया जाय।
- भारत सरकार के दिशा-निर्देशानुसार **"मेरी पॉलिसी मेरे हाथ"** अभियान के अन्तर्गत राज्य स्तर पर आयोजित होने वाले कार्यक्रम में मा0 कृषि मंत्री जी एवं जनपद स्तर पर आयोजित होने वाले कार्यक्रमों में मा0 सांसदगण/मा0 विधायक गण/जिलाधिकारी एवं अन्य जनपदीय अधिकारियों की भागीदारी करायी जाय।
- राज्य सरकार के समन्वय से तैयार किये गये कार्यक्रम के अनुसार बीमा कम्पनियों के द्वारा फसल बीमा पाठशालाओं का आयोजन कराते हुए फसल बीमा योजनाओं का व्यापक प्रचार-प्रसार कराया जाय।
- 360-डिग्री मीडिया अभियान (प्रिंट, डिजिटल, टीवी, OOH, रेडियो)

- ग्राम पंचायत स्तर पर बीमा पॉलिसी वितरण के कार्यक्रम में एक घण्टे पूर्व फसल बीमा पाठशालाओं का आयोजन करते हुए उपस्थित कृषकों को योजना एवं योजना के लाभ के सन्दर्भ में कृषकों को जागरूक किया जाय।
- अभियान के अन्तर्गत हैशटैग के उपयोग से सोशल मीडिया में प्रचार-प्रसार कराया जाय #MeriPolicyMereHaath सभी सोशल मीडिया संचार के लिए केंद्रीय हैशटैग के रूप मे #PMFBY, #PMFBY4Farmers, #AmritMahotsav और #AtmanirbharKisan का प्रयोग किया जाय।

3. उपरोक्त के अतिरिक्त उपर्युक्त अभियान के प्रभावी कार्यान्वयन को सुनिश्चित करने के लिए सभी हितधारकों द्वारा सम्पादित होने वाली गतिविधियों को चिन्हित किया गया है।

अ- राज्य सरकार द्वारा की जाने वाली गतिविधियाँ

- बीमा कम्पनियों एवं अन्य हितधारकों यथा-जिला स्तरीय मानिटरिंग कमेटी के सदस्य, जिला कृषि अधिकारी, कामन सर्विस सेन्टर, बैंकों के अधिकारियों आदि के सहयोग से जनपद स्तर पर समय से योजना बनाकर अभियान का सफल संचालन कराया जाय।
- अभियान के दौरान क्षेत्रीय चैनलों, डी0डी0 चैनलों एवं ए0आई0आर पर अभियान का प्रचार-प्रसार क्षेत्रीय भाषाओं में कराया जाय।
- राज्य सरकार द्वारा आयोजित विभिन्न कार्यक्रमों के कवरेज के साथ-साथ समाचार बुलेटिनों में मा0 मंत्रीगणों एवं वरिष्ठ अधिकारियों के संदेश प्रसारित कराया जाय, साथ ही डीडी और आकाशवाणी केन्द्रों पर राज्यो द्वारा प्रधानमंत्री फसल बीमा योजना पर विशेष कार्यक्रम आयोजित किया जाएगा।
- क्षेत्रीय भाषाओं में प्रेस विज्ञप्तियाँ प्रकाशित करायी जाय।
- अभियान की दैनिक ट्रैकिंग और निगरानी की जाय तथा प्रत्येक दिन कृषकों के मध्य वितरित किये गये प्रतिज्ञा पत्र/ पॉलिसी का कृषकों के विवरण सहित रिकार्ड तैयार करवाना।

ब- बीमा कम्पनियों द्वारा की जाने वाली गतिविधियाँ

- बीमा कम्पनियाँ राज्य सरकार/जिला प्रशासन के साथ समन्वय करते हुए पॉलिसी वितरण हेतु प्रतिदिन का कार्यक्रम तैयार करें, जिसमें वितरण की तिथि एवं स्थान का उल्लेख हो।
- बीमा कम्पनियों के द्वारा बीमित कृषकों के मध्य पॉलिसी के वितरण हेतु ग्राम पंचायत स्तरीय शिविरों का आयोजन कराया जाय। निर्धारित कार्यक्रम के अनुसार फसल बीमा पाठशालाओं का आयोजन कराया जाय, आयोजित होने वाले कार्यक्रमों में क्षेत्रीय जनप्रतिनिधियों एवं पंचायती राज संस्थाओं के सदस्यों की प्रतिभागिता सुनिश्चित करायी जाय एवं प्रचार-प्रसार सामग्रियों का वितरण कराया जाय।
- अभियान के अन्तर्गत आयोजित होने वाले कार्यक्रमों में मा0 सांसदों, मा0 विधायकों जिला पंचायत अध्यक्ष की भागीदारी के साथ ही साथ जिलाधिकारी की भागीदारी सुनिश्चित करायी जाय।
- अभियान के अन्तर्गत आयोजित होने वाले कार्यक्रमों के सम्बन्ध में कृषकों को जागरूक करने हेतु सरकारी कार्यालयों, बैंक शाखाओं एवं कामन सर्विस सेन्टरों पर बैनर एवं पोस्टर लगाया जाय।
- प्रत्येक दिन कृषकों के मध्य वितरित की गयी पॉलिसी का रिकार्ड तैयार करवाना, प्रतिदिन सूचना को अद्यतन करना एवं सूचना से राज्य सरकार एवं जनपदीय अधिकारियों को अवगत कराना।

स- सोशल मीडिया गतिविधियाँ (राज्य सरकार/बीमा कम्पनी)

- अभियान का प्रभावी आयोजन कराने के साथ ही व्यापक सोशल मीडिया अभियान सुनिश्चित किया जाय। जिसका हैशटैग MeriPolicyMereHaath केंद्रीय हैशटैग के रूप मे #PMFBY, #PMFBY4Farmers, #AmritMahotsav और #AtmanirbharKisan का प्रयोग किया जाय।
- यह सुनिश्चित किया जाय कि सोशल मीडिया पर अभियान के प्रचार-प्रसार हेतु तैयार की जाने वाली सामग्री को व्यक्तिगत सोशल मीडिया खातों के साथ ही साथ मंत्रालयों, कृषि आधारित संगठनों के खातों के माध्यम से प्रचार-प्रसार बढ़ाया जाना चाहिए।
- लगातार रीपोस्ट के माध्यम से सामग्री का क्रॉस प्रचार सुनिश्चित करना उपर्युक्त खातों को टैग करना।
- किसानों के साथ निरंतर ऑन द फील्ड संपर्क सुनिश्चित करना। वीडियो और फोटो प्रारूपों में उसे पोस्ट करना।

4. भारत सरकार द्वारा अभियान के प्रभावी क्रियान्वयन एवं बेहतर समन्वय हेतु विस्तृत एसओपी (मानक संचालन प्रक्रिया) तैयार की गई है जो इस पत्र के साथ सुलभ सन्दर्भ हेतु संलग्न है।

5. पॉलिसी के दस्तावेज (अंग्रेजी और हिंदी) के स्वीकृत प्रारूपों में अक्सर पूछे जाने वाले प्रश्न पत्रक के साथ यहां दिए गए क्यूआर कोड को स्कैन करके एक्सेस किया जा सकता है और इसका क्षेत्रीय भाषा मे अनुवाद किया जा सकता है। बीमा कंपनियो को सलाह दी जाती है कि वे पॉलिसी दस्तावेज को केवल स्वीकृत प्रारूप के अनुसार ही प्रिंट करें।

6. राज्य सरकार और बीमा कम्पनियाँ किसानों के मध्य योजना की पहुंच बढ़ाने, व्यापक जागरूकता पैदा करने और बीमित किसानों के दस्तावेज और योजना के प्राविधान वितरित करने के उद्देश्य से **"मेरी पॉलिसी मेरे हाथ"** का आयोजन किया जाय एवं अभियान पूरा होने के बाद अभियान अवधि के दौरान की गई गतिविधियों और अभियान में सम्मिलित कुल किसानों सहित उनकी उपलब्धियों आदि की जनपदवार सूचना भारत सरकार को प्रेषित करना होगा।

अतः आपसे अनुरोध है कि भारत सरकार के उपरोक्त दिशा-निर्देशों के अनुसार **"मेरी पॉलिसी मेरे हाथ"** अभियान के अन्तर्गत प्रधानमंत्री फसल बीमा योजना एवं पुर्नगठित मौसम आधारित फसल बीमा योजना के अन्तर्गत बीमित कृषकों के घर-घर जाकर फसल बीमा पॉलिसी वितरित कराने के सम्बन्ध में आवश्यक कार्यवाही कराने का कष्ट करें।

संलग्नक-यथोपरि।

भवदीय,
डा0 देवेश चतुर्वेदी
अपर मुख्य सचिव।

संख्या:12/2023/2324504(1)/1392012/12-2099/111/2021 तद्दिनांक।

प्रतिलिपिः-निम्नलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषितः-

1. निजी सचिव, मा0 कृषि मंत्री, उ0प्र0 शासन।
2. निजी सचिव, मा0 कृषि राज्य मंत्री, उ0प्र0 शासन।
3. संयुक्त सचिव/मुख्य कार्यकारी अधिकारी, पी0एफ0एफ0बी0वाई0, भारत सरकार, कृषि एवं किसान कल्याण मंत्रालय, कृषि एवं किसान कल्याण विभाग, कृषि भवन, नई दिल्ली।
4. कृषि निदेशक, उ0प्र0, लखनऊ।
5. निदेशक, कृषि सांख्यिकी एवं फसल बीमा, उ0प्र0, लखनऊ।
6. निदेशक, उद्यान एवं खाद्य प्रसंस्करण, उ0प्र0, लखनऊ।
7. संयोजक, राज्य स्तरीय बैंकर्स समिति, लखनऊ।
8. प्रबन्ध निदेशक, उत्तर प्रदेश को-आपरेटिव बैंक, लि0, लखनऊ, द्वारा कृषि निदेशक, उ0प्र0, लखनऊ।
9. महाप्रबंधक/प्रबंधक, समस्त व्यवसायिक बैंक, उ0प्र0, द्वारा कृषि निदेशक, उ0प्र0, लखनऊ।
10. समस्त संयुक्त कृषि निदेशक, उत्तर प्रदेश द्वारा कृषि निदेशक, उ0प्र0, लखनऊ।
11. समस्त जिला कृषि अधिकारी, उत्तर प्रदेश द्वारा कृषि निदेशक, उ0प्र0, लखनऊ।
12. समस्त जिला अग्रणी बैंक, उ0प्र0 द्वारा कृषि निदेशक, उ0प्र0, लखनऊ।
13. राज्य प्रबन्धक, कामन सर्विस सेन्टर, लखनऊ द्वारा कृषि निदेशक, उ0प्र0, लखनऊ।
14. प्रदेश में कार्यरत समस्त बीमा कम्पनियों को भारत सरकार के दिशा-निर्देशानुसार अग्रेतर कार्यवाही सुनिश्चित करने हेतु, द्वारा कृषि निदेशक, उ0प्र0, लखनऊ।
15. गार्ड बुक।

आज्ञा से,

ऋषिरेन्द्र कुमार

विशेष सचिव।

F. No. 15016-1/1/2020 -Cr.II-P.III (FTS-108911)
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture & Farmers Welfare

Krishi Bhavan, New Delhi
Dated: 17th January 2023

To,

1. Principal Secretary (Agri/Horti/Coop) of the States/UTs in Rabi 2022-23
2. CMD/MD/CEO of all implementing Insurance Companies in Rabi 2022-23

Sub: Doorstep Policy Distribution Drive – "Meri Policy Mere Hath" for Rabi 2022-23 under PMFBY/RWBCIS - Reg.

Sir/Madam,

As you are aware that as a part of 'Azadi Ka Amrit Mahotsav– India@75' campaign of the Government of India, the doorstep policy distribution drive "**Meri Policy Mere Haath"** was organized under PMFBY/RWBCIS for Rabi 2021-22 and Kharif 2022 seasons.

2. On similar lines, MoA&FW has planned to organize the **MPMH drive** for Rabi 2022-23 season which will start from **15th February 2023**. Following key activities have been planned to be conducted during the said drive:

- Crop insurance policy distribution drive at Gram Panchayat level by Insurance Companies and State Govt. to insured farmers of Rabi 2022-23 (excluding for applications received through CSC) across the implementing States/UTs
- Participation of the dignitaries on commencement of "Meri Policy Mere Haath" (Union Agriculture Minister at Central level, CM/State Agriculture Minister at State Level and MPs/MLAs/District Magistrates at district level)
- Extensive IEC campaigning by Insurance Companies as per the plan and schedule prepared in agreement with State Govt.
- 360-degree media campaign (Print, Digital, TV, OOH, Radio)
- Organization of Fasal Bima Pathshala at village/GP level is a continuous activity to sensitize farmers about key scheme provisions and how to avail scheme benefits. One-hour Fasal Bima Pathshala be organized before distribution of policies to the insured farmers as per the detailed instructions issued by this department through letter dated 14th Dec 2021.
- Social Media amplification by use of dedicated campaign hashtags, #MeriPolicyMereHaath as the central hashtag for all social media communication supplemented with #PMFBY, #PMFBY4Farmers, #AmritMahotsav and #AtmanirbharKisan, #Fasal Bima Pathshala

3. Further, for ensuring effective implementation of the above-mentioned campaign, the stakeholder wise activities to be carried out have been identified and are highlighted as under:

a) **Activities by State Govt:**

- Issuing necessary directions to District Administration for timely planning and execution of the drive, in collaboration with Insurance Companies and other stakeholders (District Level teams/committees to be constituted comprising of District Agriculture officers, IC representatives, Bank officials, CSCs. PRIs etc.)
- An Audio-visual/ Radio – Spot campaign may be run by the States on regional channels/ Regional DDK/ AIR in the regional language.
- Special program on PMFBY to be organized by States on regional DD and AIR including bites/clips in news bulletins, along with coverage of various events organized by the State Govt.

- Press Release to be sent out in State's regional languages.
- Daily tracking and monitoring of the campaign and maintaining a daily record of the policies distributed along with details of farmers

b) Activities by Insurance Companies

- Coordinate with State Govt/District Administration for preparation of a detailed day-wise schedule for policy distribution with date and place of distribution.
- Organizing Gram Panchayat level camps for policy distribution as per the planned schedule with participation of local leaders and PRIs. Ensuring distribution of publicity material in the same.
- Ensuring participation of District Collectors/Magistrates with involvement of local Member of Parliament, MLA's, Zilla Panchayat Presidents at the commencement day of the drive.
- Ensuring wide pre-event awareness drive with proper display banners/posters at Govt. Offices, Banks, CSCs etc.
- Maintaining a daily record of the policies distributed and updating the same to State/District officials on regular basis

c) Social Media Activities (Both States/IC's)

- Ensuring dedicated social media campaigns with use of dedicated campaign hashtags, #MeriPolicyMereHaath as the central hashtag supplemented with #PMFBY, #PMFBY4Farmers, #AmritMahotsav and #AtmanirbharKisan
- Ensuring that content should be amplified in collaboration with associated/relevant social media accounts of ministries, individuals, agri-based organizations and influencers
- Ensuring cross promotion of content through consistent reposts, retweets and tagging the above-mentioned accounts
- Ensuring continuous on-field interaction with farmers to be posted via testimonials in video and photo formats

4. For smooth implementation and better coordination, a detailed SOP (Standard Operating Procedures) has been prepared by this department which is attached at **Annexure I.**

5. The open files of the approved formats of the policy document (English & Hindi) along with FAQ leaflet can be accessed by scanning the QR code provided here and same may be translated into regional language. Insurance companies are advised to print the Policy Document as per the approved format only.

6. Further, for effective monitoring of the MPMH campaign, a google form link for daily tracking of the campaign is also shared here along with QR Code for direct scanning. The Insurance Companies are advised to update the tracker on a daily basis at HO and District level.

7. It is therefore requested that States and Insurance companies may collaboratively plan and organize the ***"Meri Policy Mere Hath"*** campaign with an objective to increase the outreach of the scheme, create comprehensive awareness and deliver policies at the doorstep of the insured farmers. After completion of the campaign, States/Insurance companies will be required to submit the district wise report of activities undertaken during the period and their achievements including total farmers reached etc. The plan of action for same may kindly be submitted to this office at email ids am.chavan@gov.in, pallavi.mali@gov.in with CC to ajay.k.singh@nic.in, k.sunil@nic.in & kamna.rajesh@gov.in by 20th January 2023.

This issues with the approval of CEO, PMFBY.

Yours faithfully

17.1.23

Encl: As above

(Kamna R. Sharma)
Deputy Commissioner (Credit)

Annexure I

Standard Operating Procedure (SoP) for organizing Doorstep Policy Distribution Mega Drive - *"Meri Policy Mere Hath"* under *"Azadi Ka Amrit Mahotsav-India @75".*

Background

'Azadi Ka Amrit Mahotsav – India@75' is an initiative of the Government of India to celebrate and commemorate 75 years of progressive India and the glorious history of its people, culture and achievements. The official journey of "Azadi ka Amrit Mahotsav" commenced on 12th March 2021 which started a 75-week countdown to our 75th anniversary of Independence.

For supporting this initiative of Government of India, MoA&FW has been organizing activities related to agriculture and its allied sectors. One of the key activities being organized by MoA&FW is the doorstep crop insurance policy distribution mega drive **"Meri Policy Mere Haath"** under PMFBY/RWBCIS. The policy distribution at the doorstep of farmers is a one of its kind initiative, wherein hard copies of crop insurance policies are distributed to farmers enrolled under PMFBY/RWBCIS through special camps at gram panchayat/village level. The first & second edition of this drive was conducted from Feb-April 2022 & Sep-Oct 2022 respectively, wherein farmers enrolled in Rabi 2021-22 and Kharif 2022 seasons were handed out their respective policies through special camps organized in all PMFBY implementing States and UTs.

On similar lines, all implementing State/UT Governments along with respective insurance companies will plan and organize the Meri Policy Mere Haath drive at the Gram Panchayat level from **15th February 2023** for Rabi 2022-23 season.

- Participation of the dignitaries on commencement of "Meri Policy Mere Haath" (Union Agriculture Minister at Central level, CM/State Agriculture Minister at State Level and MPs/MLAs/District Magistrates at district level)
- Day wise planning and scheduling of policy distribution camps with active participation of MP's, MLA's, Zilla/Block/Gram Panchayat members, State/District officials, Insurance Companies, Banks, PACS, CSCs and FPOs etc.
- Extensive IEC campaigning by Insurance Companies as per the plan and schedule prepared in agreement with State Govt.
- Special Events to be organized at State/District/Block/GP Level
- Organization of one hour Fasal Bima Pathshala programme before policy distribution to insured farmers at GP/village level.
- 360-degree media campaign through print/digital/radio/OOH/TV; Social-Media and Digital campaign in the collaboration with DD Kisan, MyGov, PIB, including targeted video ads on popular channels such as YouTube
- Utilize frequently visited spaces such as Mandis, Seed/fertilizer Shops and FCI godowns, NAFED officer, IFFCO outlets, weekly rural bazars and rural haats etc. for distribution of awareness material and farmer interaction
- Using innovative practices installing wall wrappings at farmer friendly spaces and seek other branding opportunities
- Storytelling and documentation of farmer testimonials, case studies, etc.
- Real time block level monitoring of activities undertaken by Block Level Coordinators

Expected Outcomes

Following outcomes are expected to be achieved form the doorstep mega policy distribution drive Meri Policy Mere Haath:

- The farmer receives a proof/record about details like insured amount, types of crops insured, total area insured, premium amount, etc. and this may come in handy & act as a ready reference in future, especially during claim settlement.
- The farmers get an opportunity to share their feedback/queries/grievances.
- This also serves as an opportunity for the ICs to distribute IEC material and to encourage farmers to install 'Crop Insurance' mobile apps as well as to enroll for upcoming season.
- This increases trust among farmers towards PMFBY, State/UT authorities as well as ICs
- Communication gap will be narrowed.
- Undue delay & expenses in delivering the policies through post office is avoided.
- This also helps in cross verification of the details entered in portal by the Banks/CSCs & thus any mistakes committed can be brought before Banks/CSCs
- Opportunity for all stakeholders viz. State Govt., ICs, Banks and CSCs etc. to work collaboratively towards common objectives to reach out to the farmers which will result in better synergy amongst all
- Expected behavioral change among the farmer community, to continue in the farming and understand the importance of risk mitigation by availing crop insurance and in turn achieving financial security.
- Increased awareness about PMFBY, its benefits and key features, therefore enhanced farmer enrolments and increased penetration under the scheme
- Farmers will be able to take informed decisions on crop insurance
- Opportunity to interact and record benefitted farmers' testimonials and success stories

For successful execution of the **"Meri Policy Mere Haath"** a point-wise **SoP (Standard Operating Procedure)** has been devised for all stakeholder which is as under:

Sr. No.	Activity	Action by (Stakeholder)	Timeline
1.	Preparation of a detailed activity plan for implementation of "Meri Policy Mere Haath" drive in the State/UT including Pre and post campaign activities.	State/UT Government and Insurance Companies	20th January 2023
2.	Issuing necessary directions to District Administration for preparation and submission of **day wise-village wise** schedule of policy distribution (date, time, and place) with Insurance Companies, and for constituting district wise Committees under the leadership of DM/ Collector comprising of District Agriculture officers, IC representatives, bank officials, CSCs, APMCs, FPOs for effective planning and execution of the campaign. *State Level and District Level events to be organized during the campaign will be planned by State/UT Governments in coordination with respective Insurance Companies. *District Administration will ensure effective on ground implementation with involvement of all key stakeholders viz. Banks, PACs, CSCs etc. * An easily accessible place like Gram Panchayat premises or any Govt. building may be identified for policy distribution	State/UT Government and Insurance Companies	25th January 2023
3.	Ensuring participation of Chief Minister/State Agriculture Minister/ Local MPs/MLAs/DMs/DCs during the commencement of drive and in major planned activities/events	State/UT Govt	Day of launch (15th Feb 2023) and throughout the campaign

4.	Pre campaign awareness activities and announcements should be ensured so that the farmers are pre informed about the events and schedule of policy distribution in their area	Insurance Companies	Should commence from 1st February 2023 and continue through-out the campaign
5.	Coverage of the key events on State level/regional TV channels, radio channels and regional press will be ensured.	State UT Govt	On continuous basis
6.	Ensuring involvement of Rural development department/Panchayati Raj Institutions/KVKs to promote the campaign. The campaign activities in the villages can be aligned with the activities of Panchayati Raj Institutions i.e. Zila Parishads, Block Panchayat/ and Gram Panchayat.	State/UT Govt	On continuous basis
7.	Overall coordination and on-ground implementation of the activities as per the plan/calendar under the supervision of the State/District/Block/GP level officials of State Govt.	Insurance Companies	On continuous basis
8.	Ensuring Distribution of requisite number of publicity/promotional materials including pamphlets, brochures, flyers, and FAQ booklet etc. to the field officers of Govt. Offices, Banks, PACS, CSCs, PRI, FPOs etc. for further distribution among farmers. (Use of PMFBY mascot **"Krishi Rakshak"** to be ensured)	Insurance Companies	10th February 2023
9.	Ensuring that the daily schedule of policy distribution is being followed with strict timeline, with consistent awareness and grievance handling activities. ***Kits distribution to the farmers which should include:** • Copy of Policy (In regional Language) • One FAQ booklet (Frequently Asked Questions in regional language) covering information about benefits of scheme, enrolment channels, risk coverage, claim reporting procedure and contact details of Insurance Companies	Insurance Companies	On continuous basis

<table>
<tr>
<td>11.</td>
<td>Documentation:

Recording, compiling, and sharing of event videos, feedback of farmers (with duration of not more than 2 minutes long), farmer video testimonials (male/female and with duration not more than 60 seconds long) high-quality photographs; (to be shared later with central team for monitoring and
At field level a manual register should also be maintained during the drive, wherein details of farmers to whom policy is being distributed should be recorded.
Details of farmers who have taken KCC from banks but have not been registered by the banks on the portal should also be recorded. The information can be recorded as per following information form:

<table>
<tr><th>S.N.</th><th>Name of farmer</th><th>Name of Village</th><th>Patwar Circle</th><th>Tehsil</th><th>KCC Number</th><th>KCC loan amount</th><th>Crop Insurance premium amount</th></tr>
<tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
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<td>Insurance Companies</td>
<td>On continuous basis</td>
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<tr>
<td>16.</td>
<td>Monitoring of all activities on day-to-day basis</td>
<td>State/UT Govt./District Administration</td>
<td>On continuous basis</td>
</tr>
<tr>
<td>17.</td>
<td>Submission of final report in digital format on the progress and activities undertaken during the drive including the achievements, photographs, success stories, testimonials, best practices etc.
*Insurance Companies will be responsible to compile the State-wise distribution report and day-wise updation of the same to State and Central Govt.</td>
<td>Insurance Companies</td>
<td>30th March 2023</td>
</tr>
<tr>
<td colspan="4">Common Instructions for all Stakeholders</td>
</tr>
</table>

- **PMFBY Mascot**: Promotion and use of PMFBY mascot "**Krishi Rakshak**" in each planned activity.
- **Social Media** may be utilized by all stakeholders for dissemination, amplification, and documentation of the activities amongst the target audience.
- **Dissemination**
    - Participating stakeholders to use campaign hashtag #MeriPolicyMereHaath accompanied with official Government of India hashtags #AtmanirbharBharat, #AtmanirbharKisan, #PMFBY, #PMFBY4Farmers and #AmritMahotsav via their respective social media handles on Twitter, Facebook and Instagram
    - All social media communication including cover images, creatives, GIFs and videos should have the same logos and messaging across all platforms during entire campaign period
    - All participating stakeholders to refer and use dedicated Tweet Bank with 50 tweets in Hindi and English for the said campaign for tweeting and content creation
    - Movie Screening at village hotspots and information dissemination before the screening.
    - Announcers and street plays in the village areas along with Suspense posters/banners/ hoardings before the initial campaign launch to create buzz.
- **Amplification**
    - Engage multi-level influencers – local opinion makers, PRI members, agriculture organizations, progressive farmers with presence on social media for cross promotion of content
    - Livestream & short 24-hour story formats to be used to cover all stand-out moments such as policy distribution, farmer engagement, govt. representative participation, etc.
    - Utilize owned and earned media for further amplification
    - Tweet, retweet and tag all relevant accounts of central government, state government, PMFBY, agri-organizations and insurance companies
- WhatsApp and SMS to be extensively used to spread awareness on crop insurance including use of local/regional language.